



## **Recreation Commission Agenda and Report**

### **General Order of Business**

- |   |   |
|---|---|
| 1. Call to Order and Salute to Flag     | 7. Action Items                         |
| 2. Roll Call                            | 8. Written Communications               |
| 3. Consent Calendar                     | 9. Commission Referrals                 |
| 4. Approval of Minutes                  | 10. Commission and Staff Communications |
| 5. Oral Communications                  | 11. Adjournment                         |
| 6. Staff Presentations/Ceremonial Items |   |

### **Order of Discussion**

Generally, the order of discussion after introduction of an item by the Chair will include comments and information by staff followed by Recreation Commission questions or inquiries. The applicant, or their authorized representative, or interested citizens may then speak on the item. At the close of public discussion, the item will be considered by the Recreation Commission and action taken.

### **Consent Calendar**

Items on the Consent Calendar (printed on separate sheet) are considered to be routine by the Recreation Commission and will be enacted by one motion. There will be no separate discussion of these items unless a Commissioner or citizen so requests, in which event the item will be removed from the Consent Calendar and considered in its normal sequence on the agenda.

### **Addressing the Recreation Commission**

Any person may speak on any item under discussion by the Recreation Commission after receiving recognition by the Chair. Speaker cards will be available at the speaker's podium prior to and during the meeting. To address the Commission, a card must be submitted to the Clerk indicating name, address and the number of the item upon which a person wishes to speak. Speakers are required to line up to conserve time between speakers. When addressing the Recreation Commission, please walk to the rostrum located directly in front of the Commission. State your name and address. In order to ensure all persons have the opportunity to speak, a time limit may be set by the Chair for each speaker. In the interest of time, please limit your comments to new material; do not repeat what a prior speaker has said.

### **Oral Communications**

Any person desiring to speak on a matter which is not scheduled on this agenda may do so under the Oral Communications section. Please be aware provisions of California Government Code Section 54954.2(b) prohibit the Recreation Commission from taking any immediate action on an item which does not appear on the agenda, unless it meets stringent requirements. The Chair may limit the length of your presentation.

<b>Agenda and Report</b>	•	<b>Fremont Recreation Commission Meeting</b>	•	<b>May 4, 2016</b>
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**See Table of Contents for Meeting Location**

*See Reverse*

## Assistance

Assistance will be provided to those requiring accommodations for disabilities in compliance with the Americans with Disabilities Act of 1990. Interested persons must request the accommodation at least 2 working days in advance of the meeting by contacting the Community Services Department at (510) 494-4347.

## Information

For Information on current agenda items please contact the Community Services Department at (510) 494-4347.

Copies of the Agenda and Report are available at the Community Services Department administrative office at 3300 Capitol Avenue, Building B and are available at each Commission meeting. In addition, complete agenda packets will be available for review at the Commission meeting or at the Community Services Department office three days prior to Commission meetings.

Information about the City or items scheduled on the Agenda and Report may be referred to:

**Tracey Leung, Executive Assistant  
Community Services Department  
3300 Capitol Avenue, Building B  
Fremont, California 94538**

**Telephone: (510) 494-4347**

***Your interest in the conduct of your City's business is appreciated.***

### **Recreation Commission**

Lila Bringhurst  
Jeff Couthren  
John Dutra  
Brian Hughes  
Larry Thompson  
Pavan Vedere  
Laura Winter

### **Department Staff**

Annabell Holland, Community Services Director  
Kim Beranek, Community Services Deputy Director  
Kathy Cote, Environmental Services Manager  
Esther deLory, Management Analyst II  
Matt Herzstein, Water Park Operations Manager  
Irene Jordahl, Recreation Superintendent I  
Kyle Kramer, Parks Superintendent  
Mark Mennucci, Senior Landscape Architect  
Fairin Stamps, Urban Landscape Manager  
Ken Pianin, Solid Waste Administrator  
Roger Ravenstad, Parks Planning & Design Manager  
Lance Scheetz, Sales and Revenue Manager  
Damon Sparacino, Recreation Superintendent I  
Thomas Young-Doyle, Urban Landscape Manager

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FREMONT RECREATION COMMISSION  
REGULAR MEETING  
CITY COUNCIL CHAMBERS  
3300 CAPITOL AVENUE, BUILDING "A"  
FREMONT, CALIFORNIA 94538  
MAY 4, 2016, 7:00 P.M.**

- 1. CALL TO ORDER AND SALUTE TO THE FLAG**
  - 2. ROLL CALL**
  - 3. CONSENT CALENDAR**
  - 4. APPROVAL OF MINUTES – April 20, 2016**
  - 5. ORAL COMMUNICATIONS**
  - 6. STAFF PRESENTATIONS/CEREMONIAL ITEMS**
  - 7. ACTION ITEMS**
    - 7.1 AMENDMENT TO RECREATION SERVICES DIVISION SERVICE FEES  
Amendment to the City of Fremont Master Fee Schedule Resolution to  
Update Certain Recreation Services Division Facility Use and Service Fees**
- Contact Persons:**
- |           |                               |                               |
|-----------|-------------------------------|-------------------------------|
| Name:     | Damon Sparacino               | Kim Beranek                   |
| Title:    | Recreation Superintendent     | Deputy Director               |
| Div/Dept: | Community Services Department | Community Services Department |
| Phone:    | 510-494-4372                  | 510-494-4330                  |
| E-Mail:   | dcsparacino@fremont.gov       | kberanek@fremont.gov          |
- 8. WRITTEN COMMUNICATIONS**
  - 9. COMMISSION REFERRALS**
  - 10. COMMISSION AND STAFF COMMUNICATIONS**
  - 11. ADJOURNMENT**

**AGENDA**  
**FREMONT RECREATION COMMISSION REGULAR MEETING**  
**CITY COUNCIL CHAMBERS**  
**3300 CAPITOL AVENUE, BUILDING “A”**  
**FREMONT, CALIFORNIA 94538**  
**MAY 4, 2016**  
**7:00 P.M.**

**1. CALL TO ORDER AND SALUTE TO THE FLAG**

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**6. STAFF PRESENTATIONS/CEREMONIAL ITEMS**

**7. ACTION ITEMS**

**7.1 AMENDMENT TO RECREATION SERVICES DIVISION SERVICE FEES**  
**Amendment to the City of Fremont Master Fee Schedule Resolution to**  
**Update Certain Recreation Services Division Facility Use and Service Fees**

**Contact Persons:**

Name:	Damon Sparacino	Kim Beranek
Title:	Recreation Superintendent	Deputy Director
Div/Dept:	Community Services Department	Community Services Department
Phone:	510-494-4372	510-494-4330
E-Mail:	dcsparacino@fremont.gov	kberanek@fremont.gov

**Executive Summary:** This item is before the Recreation Commission to consider amending the City of Fremont Master Fee Resolution to establish rental fees for newly constructed synthetic turf fields and update the sports field lighting fees.

**BACKGROUND:** On July 7, 2015, City Council adopted Resolution 2015-46 updating Master Fee Resolution 8672 which established user fees for the Recreation Services Division services and activities. Staff is recommending amendments to the Master Fee Resolution to establish rental fees for the newly constructed Central Park synthetic cricket/soccer fields and to update the sports field lighting fees.

**DISCUSSION:** Pursuant to Government Code 50402, the City is authorized to establish fees for use of park facilities and services so long as the fees do not exceed the cost of providing such services. The Recreation Services Division strives for cost recovery in its programs balanced with offering reasonable rates that are in line with other local institutions.

In December 1999, following the first complete review of Recreation Services Division facilities fees and services in 13 years, staff recognized the need to review fees more frequently and recommend incremental fee adjustments in order to maintain market viability. Recreation Services Division staff has since reviewed fees each year beginning in 2001. As a result of each review, staff will recommended updating fees when operations and maintenance, market pricing, and other economic conditions support such action. Staff also recommends new fee categories as new facilities come on line.

**Central Park Synthetic Cricket/Soccer Fields 9 & 10:**

Project Overview: During the Parks and Recreation Master Planning process, and as early as 1993, cricket was identified as a recreation need of the community. Since the Master Plan was adopted, the game of cricket has grown in popularity. Central Park Synthetic Cricket/Soccer Fields 9 & 10 is anticipated to come on line in late summer/fall 2016. It is believed to be the only full synthetic turf cricket facility in the United States, and is the first lighted regulation cricket facility in the City of Fremont.

Over the last eight years, three community sports fields (Irvington, Centerville, and Nordvik) were converted from grass to synthetic turf. None of the City's existing synthetic turf facilities have the required acreage (5 acres) or the shape (circular/oval) to accommodate a regulation cricket field. Central Park Fields 9 & 10 were identified as the next synthetic turf conversion project based on the ability to accommodate a regulation cricket field and two soccer fields in the design. This premier facility is anticipated to be in high demand. Its synthetic turf/all-weather playability, field lighting, designated player area, bermed spectator seating, park setting, as well as the nearby amenities – picnic rental facilities, Always Dream Playground, restrooms, and snack bar – make this facility unique.

User Group Meetings: In February of 2016, the Recreation Services Division hosted a series of meetings with local cricket and soccer groups to discuss Central Park Cricket/Soccer Fields 9 & 10 including; project timeline, user priority, pricing, community needs and interests. Staff discussed the need to expand cricket playing opportunities in the community as well as the intended design and primary function of this new facility. Its expected use will be 75% cricket and 25% soccer, with the following priority order: youth cricket, adult cricket, youth soccer, and adult soccer. The four to five historic annual weekend soccer tournaments (youth and adult) will maintain their priority. The groups were excited about the project and the year-round playability. The groups understood the priority and allocation methodology. The only concern was a desire for a lower rental fee expressed by the cricket groups and the youth soccer representative.

Fee Survey: Staff conducted a cricket field and synthetic turf field market analysis. Facilities in northern California, southern California, and across the United States were benchmarked, but unfortunately there were no other synthetic turf cricket facilities found. Other sport synthetic turf

fields were identified at six local municipal agencies (Exhibit A – Synthetic Turf & Sport Field Light Market Analysis). Resident synthetic field hourly rental rates (not including lights) range from a low of \$35 (Hayward) to a high of \$125 (San Jose).

Cost Analysis: Staff conducted an analysis of the operation, maintenance and capital replacement costs associated with the Central Park Synthetic Cricket/Soccer Fields 9 & 10 in order to establish fees that do not exceed the cost of services. These costs include: capital replacement of the turf, city and department overheads, part-time reservation staff and facility monitors. These costs do not include contracted labor associated with facility repair and capital replacement or additional facility capital replacement beyond the synthetic turf.

Pricing: In 2015 a synthetic turf field rental pricing model was established and approved for the newly constructed Nordvik field. This model was based on playable field space for each of the City's three existing fields. Irvington, Sigman and Nordvik Half, rent for the same rate and all have similar playable field space. Nordvik Full is twice the size of the other fields, and rents for 1.5 times that of Irvington, Sigman and Nordvik Half. Central Park Fields 9 & 10 is twice the size of the Nordvik Full, and the proposed pricing is based on 1.5 times that of Nordvik. Fees for all of the Fremont synthetic turf fields are outlined in Exhibit A – Synthetic Turf & Sport Field Light Market Analysis.

Central Park Fields 9 & 10 will be lined for a single cricket field and two regulation soccer fields within the same footprint. Cricket matches are approximately six hours long with an average of twenty-two total players on a 5-acre field. Cricket will have twenty-two players on this field for six hours, where soccer will have 176 players in the same time frame within the same footprint. The game of cricket will have significantly less impact on the lifecycle of the synthetic turf compared to that of soccer. Staff is recommending that the 25% Advanced Block Rate discount (established for non-profit youth groups) be expanded to include resident non-profit cricket organizations at the Central Park Synthetic Cricket/Soccer Fields 9 & 10 and the minimum purchase requirement be set at 25-hour blocks.

Fees are calculated after completing a cost analysis which includes: administration, maintenance and replacement costs. These fees cannot exceed the cost of providing the service. Annual operating costs are fully funded in the proposed synthetic turf field fees. A portion of capital maintenance and replacement costs is also included in these fees, however including all of these cost would out price the surrounding market.

Staff recommends establishing the following hourly rates for Central Park Synthetic Cricket/Soccer Fields 9 & 10:

<u>User Group</u>	<u>Hourly Rate</u>
Advanced Block Rate	\$43
Non-Profit	\$57
Resident	\$102
Non-Resident	\$192

### **Sports Field Lighting Fees:**

Fee Survey: While conducting the synthetic turf market analysis, staff also looked at sports field lighting fees. The survey reflected that resident hourly light fees range from a low of \$15 (Hayward) to a high of \$40 (San Jose). Light fees varied from agency to agency and were based on set hourly rates or user group type. The cities of San Jose (\$40), Livermore (\$30) and Hayward (\$15) use a set hourly light fee rate system. Additionally, four of the six agencies surveyed (Livermore, Hayward, San Jose, and San Ramon) charge the same fees regardless of whether the lighted field is grass or synthetic turf.

Cost Analysis: Staff conducted an analysis of the City's sports field lighting fees to determine the direct costs associated with: electricity, bulbs, maintenance, replacement, staff, and software. Staff analysis shows that lighting costs are \$25 per hour.

Pricing: Currently, the City of Fremont sports field lighting fees vary between grass and synthetic turf fields, and between each of the user group types. Staff recommends standardizing the light fees regardless of field type or user group.

In order to standardize Sports Field Lighting Fees and bring grass in line with synthetic turf, staff recommends the following:

1. Increase grass field lighting fees incrementally \$5 each year, for two years, until they are aligned with synthetic turf lighting fees.
2. Standardized lighting fees between all user groups, applying the Advanced Block Rate where applicable.

Staff recommends establishing the following standardized hourly rates for sports field lights:

<u><b>User Group</b></u>	<b>Current</b>		<b>Effective 9/1/2016</b>		<b>Effective 9/1/2017</b>
	<b>Hourly Rates</b>		<b>Hourly Rates</b>		<b>Hourly Rates</b>
	<u><b>Grass</b></u>	<u><b>Synthetic</b></u>	<u><b>Grass</b></u>	<u><b>Synthetic</b></u>	<u><b>All Fields</b></u>
Advanced Block Rate	N/A	\$19	N/A	\$19	\$19
Non-Profit Rate	\$15	\$25	\$20	\$25	\$25
Resident Rate	\$15	\$40	\$20	\$25	\$25
Non-Resident Rate	\$15	\$60	\$20	\$25	\$25

**Research Process and Market Analysis:** Staff research and methodology has been directed at meeting four critical interests while ensuring fees do not exceed the reasonable cost to provide the services. The first interest is to ensure that fees are consistent with the external local market for similar services and consistent with internal pricing for like facilities. A second interest is to ensure that customer demand for service is met without creating additional impact on City resources. The third interest is ensuring that pricing is consistent with the City's enterprise approach to doing business. The fourth is ensuring that the fees do not exceed the cost of

providing the service. As outlined below, these four interests were addressed during the 2016 market analysis and fee review:

1) Market consistency: In achieving internal and external market consistency, staff ensures that updated and new fees maintain a comparable position in the external market for similar facilities and services and are internally consistent with fees for similar City facilities/services. In order to determine external market consistency, synthetic turf field and sports lighting fee information was gathered from various cities and other public or private agencies.

2) Impact on City resources: The proposed fees for Central Park Synthetic Cricket/Soccer Fields 9 & 10 reduces the impact on existing City resources by redirecting up to 360 labor hours annually of park maintenance that can complete back logged park projects. Light fees have no impact to existing City resources.

3) Business model/cost recovery: Recommended fees for synthetic turf fields and sports lighting are aimed at meeting this interest by setting and/or adjusting them to remain within the current market rate while taking into account the actual operating costs, affordability, and room to grow incrementally in subsequent years.

4) Not exceeding the cost of services: Fees cannot exceed the cost of services even when the previous three interests are met. Fees are calculated after completing cost analysis which includes: administration, maintenance and replacement costs. Annual operating costs are fully funded in the proposed synthetic turf field fees. A portion of capital maintenance and replacement costs is also included in these fees, however including all of these cost would out price the surrounding market. The proposed sports field lighting fee covers the full cost of operations, maintenance, and capital replacement.

**Summary:** Staff recommends updating the Master Fee Schedule to include Central Park Synthetic Cricket/Soccer Fields 9 & 10. Staff also recommends updating the sports field lighting fees in order to recover operating, maintenance and replacement costs.

Staff is recommending that fees for the new Central Park Cricket Fields 9 & 10 become effective upon final adoption if approved by the Recreation Commission and City Council, and that grass field lighting fees will be increased incrementally \$5 each year beginning January 1, 2017, for two years, until they are in alignment with synthetic turf lighting fees.

#### **ENCLOSURES:**

- Exhibit A – Synthetic Turf & Sport Field Light Market Analysis
- Exhibit B – Proposed Master Fee Schedule (2016)

#### **RECOMMENDATION:**

1. Recreation Commission recommends that the City Council establish rental fees for the newly constructed Central Park Synthetic Cricket/Soccer Fields 9 & 10.



2. Recreation Commission recommends that the City Council amend the Master Fee Resolution to reflect the changes in the 'Proposed updated Master Fee Schedule – Exhibit B.

**8. WRITTEN COMMUNICATIONS**

**9. COMMISSION REFERRALS**

**10. COMMISSION AND STAFF COMMUNICATIONS**

**11. ADJOURNMENT**